

DOCKET FILE COPY ORIGINAL

JEM BROADCASTING COMPANY, INC.

216 NORTH MAIN STREET

BENTONVILLE, ARKANSAS 72712

JANUARY 15, 1993

PRM

MS. DONNA R. SEARCY, SECRETARY

FEDERAL COMMUNICATIONS COMMISSION

ROOM 222

1919 "M" STREET, N.W.

WASHINGTON, D.C. 20554

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JAN 22 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

DEAR MS. SEARCY:

PLEASE FIND ENCLOSED THE ORIGINAL AND FOUR COPIES OF A
PROPOSED CHANGE IN THE FM TABLE OF ALLOTMENTS AS IT RELATES
TO BENTONVILLE, ARKANSAS.

SHOULD THERE BE ANY QUESTIONS IN CONNECTION WITH THE
ENCLOSED PLEASE CONTACT ME AT THE ABOVE ADDRESS OR AT 501-
273-9039.

SINCERELY,

Elvis Moody
ELVIS MOODY

ENC.

PRESIDENT, JEM BROADCASTING CO.

No. of Copies rec'd
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BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

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JAN 22 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

IN THE MATTER OF)
)
AMENDMENT OF SECTION)
73.202(B))
TABLE OF ALLOTMENTS)
FM BROADCAST STATIONS)

TO: CHIEF, POLICY AND RULES DIVISION

PETITION FOR RULEMAKING

JEM BROADCASTING COMPANY INCORPORATED, LICENSEE OF
DAYTIME ONLY KJEM (AM) REQUESTS THAT THE FM TABLE OF
ALLOTMENTS BE AMENDED TO ALLOCATE CHANNEL 239A AS THE SECOND
FM CHANNEL ALLOTTED TO BENTONVILLE, ARKANSAS. IT IS
THEREFORE REQUESTED THAT THE FM TABLE OF ALLOTMENTS BE
AMENDED IN THE FOLLOWING MANNER:

CITY	PRESENT CHANNEL	ADD
BENTONVILLE, ARK	252C3 (KOLZ)	
BENTONVILLE, ARK		239A

IN SUPPORT OF THE REQUESTED MODIFICATIONS ABOVE, THE FOLLOWING EXHIBITS ARE ATTACHED.

- 1) CHANNEL 229A STUDY FOR BENTONVILLE, ARKANSAS.
- 2) EXPRESSION OF INTEREST IN CHANNEL BY JEM BROADCASTING COMPANY, INC.
- 3) CERTIFICATION OF ACCURACY
- 4) CONCLUSIONS.

JEM BROADCASTING COMPANY, INCORPORATED, HEREIN REFERRED TO AS JEM IS THE LICENSEE OF DAYTIME ONLY KJEM AM LICENSED TO BENTONVILLE, ARKANSAS. JEM SEEKS IN THIS RULEMAKING TO ADD A SECOND FULLTIME FM CHANNEL TO BENTONVILLE, ARKANSAS AND INTENDS UPON ITS ALLOCATION TO PROMPTLY TENDER FOR FILING AN APPLICATION AND DECLARE ITS DAYTIME PREFERENCE FOR THE CHANNEL IF ALLOCATED.

JEM WAS THE ORIGINAL PETITIONER FOR THE CURRENT CHANNEL 252 (AS A CLASS A AT THE TIME). THE APPLICATION WAS AWARDED AFTER A COMPARATIVE HEARING TO A COMPETITING APPLICANT DUE TO THE EFFORT TO SEEK DIVERSIFICATION OF MEDIA OWNERSHIP IN 1981.

JEM HAS NOW DETERMINED THAT CHANNEL 239A WILL MEET ALL REQUIRED MILAGE SEPERATION REQUIREMENTS AND CAN BE ALLOCATED TO BENTONVILLE, ARKANSAS WITH NO OTHER CHANGES IN THE TABLE OF ALLOTMENTS REQUIRED.

BENTONVILLE IS THE COUNTY SEAT OF BENTON COUNTY, THE FASTEST GROWING COUNTY IN THE STATE OF ARKANSAS. THE POPULATION OF BENTONVILLE INCREASED FROM 8,756 IN 1980 TO 11,257 IN 1990. THE RATE OF GROWTH HAS CONTINUED INTO THE 90'S.

THE GROWTH OF THE CITY INDICATES A NEED FOR ADDITIONAL SERVICE AND THE EASE OF ALLOCATING BENTONVILLE'S SECOND FM CHANNEL WITH NO OTHER CHANGES IN THE TABLE OF ALLOTMENTS BEING REQUIRED MAKES THE TASK OF ALLOCATING CHANNEL 239A TO BENTONVILLE QUITE EASY.

EXHIBIT 1

CHANNEL 239 A ALLOCATION STUDY

BENTONVILLE, ARKANSAS

CHANNEL	CITY	CO-ORDINATES	DIST	REQUIRED
240A	MONETT, MO	36-56-15,93-55-30	76.48KM	72KM
238C	TULSA, OK	36-11-46,96-05-53	166.51KM	165KM
239C	LITTLE ROCK	34-47-57,92-29-29	230.55KM	226KM
293C2	BELLA VISTA	36-18-21,94-27-29	18.7KM	15KM
240C2	SALLISAW,OK	35-24-26,94-41-25	106.74KM	106KM

EXHIBIT 2

EXPRESSION OF INTEREST

JEM BROADCASTING COMPANY, INCORPORATED IN REQUESTING THE ALLOCATION OF CHANNEL 239A AS THE SECOND FULLTIME FM FACILITY AT BENTONVILLE, ARKANSAS HEREBY PLEDGES TO PROMPTLY FILE APPLICATION UPON THE ALLOCATION OF CHANNEL 239A OR ALTERNATIVE CHANNEL SHOULD THE COMMISSION SO ALLOCATE.

JEM BROADCASTING COMPANY, INCORPORATED AS THE LICENSEE OF DAYTIME ONLY KJEM AT BENTONVILLE, ARKANSAS INTENDS TO DECLARE ITS DAYTIME PREFERENCE AT THE APPLICATION LEVEL AND WILL PROMPTLY CONSTRUCT THE REQUESTED FACILITY UPON GRANT.

EXHIBIT 3

CERTIFICATION OF ACCURACY

AS PRESIDENT OF JEM BROADCASTING COMPANY, INCORPORATED
I HEREBY CERTIFY THAT ALL THE INFORMATION CONTAINED IN THIS
ALLOCATION REQUEST IS TRUE AND ACCURATE TO THE BEST OF MY
KNOWLEDGE.

A handwritten signature in black ink, reading "Elvis Moody". The signature is written in a cursive, flowing style with a large initial "E" and a long, sweeping underline.

ELVIS MOODY

PRESIDENT

JEM BROADCASTING COMPANY, INC.

DATED 1/15/93

EXHIBIT 4

CONCLUSIONS

JEM BROADCASTING COMPANY, INCORPORATED AS THE LICENSEE OF DAYTIME ONLY KJEM AT BENTONVILLE, ARKANSAS HAS FOUND AN FM CHANNEL THAT CAN BE ALLOCATED TO BENTONVILLE, ARKANSAS WITH NO OTHER CHANGES REQUIRED TO THE FM TABLE OF ALLOTMENTS.

UPON ITS ALLOCATION JEM INTENDS TO FILE APPLICATION SEEKING THE PREFERENCE AWARDED DAYTIME ONLY LICENSEES AND UPON GRANT PLEDGES TO CONSTRUCT AND OPERATE THE PROPOSED FACILITY.

THE POPULATION OF BENTONVILLE HAS GROWN SUBSTANTIALLY AND CONTINUES TO DO SO MAKING THE NEED FOR EXPANDED SERVICE REAL. THE ALLOCATION WILL ALSO ALLOW THE GRANT OF A FULLTIME SERVICE TO A DAYTIME ONLY LICENSEE.